

Banner Design for



Creating Visual Impact That Actually Works

PromotEdge

Why Event Banners Fail



Designed for screens, not real-world spaces.



Weak colour contrast — invisible in event lighting.



Typography unreadable from a distance.



Too many competing elements — beautiful design ≠ effective design.



The 3-Second Rule



You Have Only 3 Seconds to Get Attention



One clear message — say it fast, say it bold.



Bold headline that stops people in their tracks.



Simple visual for immediate understanding.



Strong call to action that tells people exactly what to do next.

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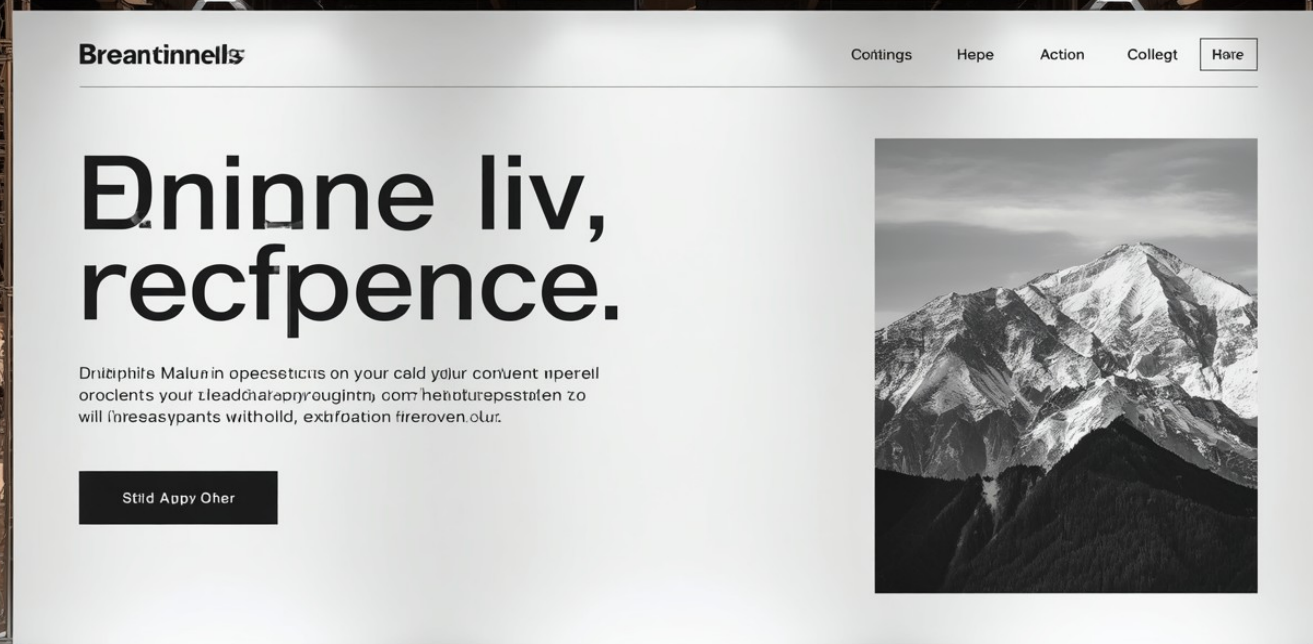
Design Elements That Work



- Typography: Readable from 8–10 metres away.
- Hierarchy: One dominant message that leads the eye.
- Contrast: Clearly visible in real-world lighting conditions.
- Colour: Bold and impactful, but never chaotic or cluttered.



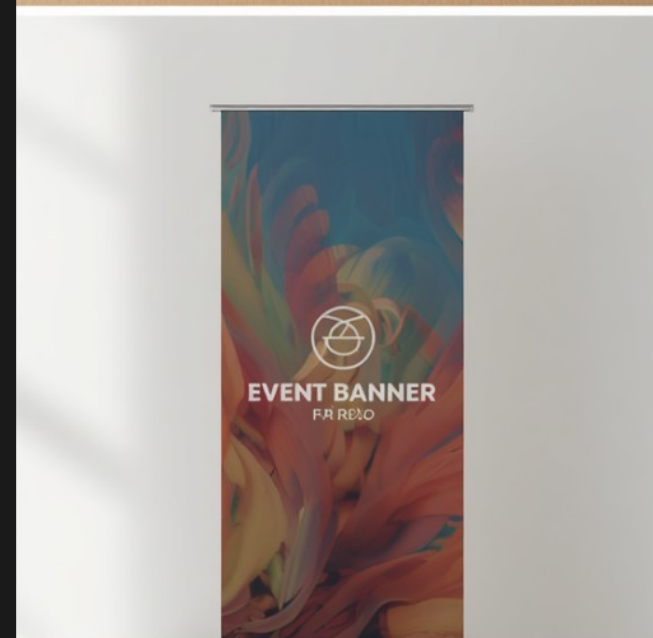
Copy & Visuals: Keep It Simple



Headline → Grab attention instantly. Subheading → Explain your message clearly. CTA → Tell people exactly what to do. Use one strong image instead of multiple visuals. Avoid complicated photography and excessive text — simplicity wins every time.

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Size, Material & Real-World Testing



Choose banner size based on your booth space and intended viewing distance.



Consider materials carefully: vinyl, canvas, and fabric each suit different environments.



Maintain safe zones around critical content to avoid edge cropping during production.



Test colours and readability before committing to a full print run.



Print an A3 or A2 test proof and review it from 3–5 metres to validate real-world impact.



THE FORM ULA

Clear Message → Bold Typography → Strong Contrast →
Simple Visual → Visible CTA → Test Before Print → More
Attention → More Booth Traffic → More Leads
Your banner's job is simple: Stop people, make them
curious, and pull them to your booth.

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THANK YOU

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